

Please answer the following questions from your personal perspective in the business.
Don't provide input you feel others wish to hear, **answer from your heart and head.**

The purpose of the SWOT is to provide a clear view of what and how team members see the business.

1. What are the top 5 Strengths of the business?

2. What are the top 5 Weaknesses of the business?

3. What are the top 5 Opportunities for the business?

4. What are the top 5 Threats to the business?